

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

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| Applicants: | Cohagan et al. | Docket No.: | 60655.7900 |
| Serial No.: | 10/708,568 | Examiner: | Alvarez, Raquel |
| Filed: | March 11, 2004 | Group Art Unit: | 3688 |
| Title: | POINT POOLING LOYALTY SYSTEM AND METHOD | Confirmation No.: | 2567 |

AMENDMENT AND REPLY

Mail Stop AF
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the final Office Action dated February 19, 2010, of which this Reply is filed within two months, please amend the above-identified application as follows:

Amendments to the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.